



Market Insights Panel Partners

To ensure that we are able to reach the right mix of unique respondents in each market, each month, we have partnered with three of the leading sample providers in the industry, Survey Sampling International (SSI), Toluna, and MyPoints. They direct respondents to our survey in two main ways:

Online Panel

Online panels consist of everyday people who have opted to join a panel and have agreed to share their opinions about various topics. Through our partnerships, we have access to millions of panelists from around the world, and that pool is continuously replenished through constant recruiting. Our panel providers maintain current demographic profiles and contact information for each person in their panel and engage in ongoing, rigorous testing to ensure data quality. Each month, a sub-set of panelists who qualify and who have not accessed our survey in the past 6 months are invited to take the Market Insights survey.

Real-Time Sampling (sometimes referred to as “River Sampling”)

Respondents are recruited from various online communities, social networks, and website of all types, often through the use of banner ads. If the user chooses to participate and qualifies for our study by passing rigorous quality controls, they are directed to our survey. Research has shown that although many people are willing to share their opinions via online surveys, some don't want to commit to joining a panel. By including sample gathered outside of traditional panel, we are able to open up and expand the pool of potential survey takers, especially among hard to reach groups. In this way we can capture more of the general internet population and more accurately mirror the population distribution.

Our Panel Partners



<http://www.surveysampling.com/>

- SSI acquired our longstanding partner, Western Wats/Opinionology
- Supports our core survey, as well as AdVoice and our Qualitative solutions.
- Global, established company founded in 1977.
- Offices in 18 countries, based out of Shelton, CT.
- Active members of more than 30 market research associations around the world.
- Strong focus on the science of data integrity.
- Link to SSI's ESOMAR 26: http://www.surveysampling.com/ssi-media/Corporate/Fact%20Sheets/SSI_Esomar26.image



<http://www.toluna-group.com/en/>

- Global, well known, publically-traded company.
- Offices in 11 countries, based out of Paris, France.
- Growing organization - In 2009, Toluna acquired Greenfield Online and Ciao Surveys.
- Focus on the panel “community” and respondent engagement.
- 4 million active panel members across 39 countries.
- Approximate Annual Attrition rate = 25% to 35%.
- Link to Toluna’s ESOMAR 26: <http://www.toluna-group.com/wp-content/uploads/2011/07/Toluna-Esomar-26.pdf>



<http://www.mypointscorp.com/>

- Our newest partner, MyPoints, has been providing sample since 2005.
- Based out of San Francisco, CA
- Focus on maintaining a single-source panel, meaning that they do not use 3rd party sample sources.
- 7.5 million Panelists in U.S. and Canada.
- Average tenure of a MyPoints panel member is approximately 3 years.
- MyPoint’s ESOMAR 26 available from your Dedicated Advisor upon request.

For more information on our panel partners please reach out to your Dedicated Advisor, and or explore their web sites and informative ESOMAR 26 documents.